

Post-Conference Survey  
American Library Association Annual Conference  
San Francisco, CA  
June 16-19, 2001

Dear ALA Conference Participant:

As a follow up to our participation in the American Library Association's (ALA's) Annual Conference, held this year on June 16-19, 2001 in San Francisco, California, we rented from ALA the preconference list of registrants. We would like to hear your opinions and suggestions regarding our exhibit (booth #1046) and presence. Please take about three minutes to fill in the questionnaire below. Then, return it in the postage-paid envelope that we have provided for your convenience.

This evaluation is voluntary and all information will remain confidential. We will use your feedback only in aggregate form to help us make decisions about future programs to inform and educate potential data users about Census Bureau programs and products.

The 8-digit OMB number on this form confirms our authority to conduct this survey under U.S. code Title 13. We also welcome your comments. Please direct your inquiries to Ms. Stephanie Dunlap at 1-301-457-3110.

1. Please mark the business sector that BEST DESCRIBES the industry in which you work.

- |                                                                      |                                                                     |
|----------------------------------------------------------------------|---------------------------------------------------------------------|
| <input type="checkbox"/> College/University Faculty                  | <input type="checkbox"/> Media (print, TV, or other)                |
| <input type="checkbox"/> College/University Student                  | <input type="checkbox"/> Printing and Publishing                    |
| <input type="checkbox"/> College/University, Other                   | <input type="checkbox"/> Religious, civic or political organization |
| <input type="checkbox"/> Federal Government                          | <input type="checkbox"/> Trade or Professional association          |
| <input type="checkbox"/> Regional, State, or Local Government        | <input type="checkbox"/> Other business                             |
| <input type="checkbox"/> Market research, advertising, or consulting | <input type="checkbox"/> Individual                                 |

2. What is your job title?

- |                                                                                                |                                                                 |                                                                 |
|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Executive Director, Director, Associate Director, or Library Director | <input type="checkbox"/> Public Services Manager or Librarian   | <input type="checkbox"/> Extension Services Manager             |
| <input type="checkbox"/> Reference Librarian                                                   | <input type="checkbox"/> Media Specialist                       | <input type="checkbox"/> Dean                                   |
| <input type="checkbox"/> Librarian Assistant                                                   | <input type="checkbox"/> President                              | <input type="checkbox"/> Children's or Youth Services Librarian |
| <input type="checkbox"/> Student                                                               | <input type="checkbox"/> Head of a Department or Branch Manager | <input type="checkbox"/> Catalog Librarian                      |
| <input type="checkbox"/> Other: _____                                                          |                                                                 | <input type="checkbox"/> Trustee                                |

3. Who in your organization makes the purchasing decisions about information products?

- |                                                                                                |                                                                 |                                                                 |
|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Executive Director, Director, Associate Director, or Library Director | <input type="checkbox"/> Public Services Manager or Librarian   | <input type="checkbox"/> Extension Services Manager             |
| <input type="checkbox"/> Reference Librarian                                                   | <input type="checkbox"/> Media Specialist                       | <input type="checkbox"/> Dean                                   |
| <input type="checkbox"/> Librarian Assistant                                                   | <input type="checkbox"/> President                              | <input type="checkbox"/> Children's or Youth Services Librarian |
| <input type="checkbox"/> Student                                                               | <input type="checkbox"/> Head of a Department or Branch Manager | <input type="checkbox"/> Catalog Librarian                      |
| <input type="checkbox"/> Other: _____                                                          |                                                                 | <input type="checkbox"/> Trustee                                |

4. Did you attend or visit...

Yes No

- |                                   |                          |                          |
|-----------------------------------|--------------------------|--------------------------|
| The conference                    | <input type="checkbox"/> | <input type="checkbox"/> |
| The exhibits area                 | <input type="checkbox"/> | <input type="checkbox"/> |
| The Census Bureau's exhibit booth | <input type="checkbox"/> | <input type="checkbox"/> |

**If you answered "No," to any of the categories in Question 5, PLEASE STOP HERE and return this questionnaire in the postage-paid envelope provided.**

5. How do you rate the...

Excellent Good Fair Poor

- |                                                                                    |                          |                          |                          |                          |
|------------------------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Census Bureau's booth appearance?                                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Census Bureau's materials and handouts?                                            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Knowledge of the Census Bureau staff at the booth?                                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Willingness of the Census Bureau staff to help visitors in the booth?              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Conference, overall? (Did it meet your communications/information exchange needs?) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

6. Why did you visit the Census Bureau booth?

- |                                                          |                                                     |                                           |
|----------------------------------------------------------|-----------------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> Booth appearance                | <input type="checkbox"/> Seeking needed information | <input type="checkbox"/> Location         |
| <input type="checkbox"/> Browsing                        | <input type="checkbox"/> Computer demo              | <input type="checkbox"/> Special drawing  |
| <input type="checkbox"/> Seeking Census 2000 information | <input type="checkbox"/> Program/Directory listing  | <input type="checkbox"/> Staff appearance |
| <input type="checkbox"/> Other: _____                    | <input type="checkbox"/> Graphic signs              | <input type="checkbox"/> Staff approach   |

7. Did you request more information? ..... ☐ Yes ☐ No

8. Have you received it? ..... ☐ Yes ☐ No



9. Which media do you PREFER for accessing or using statistical information from the Census Bureau?  
(Please check only one.)

- ☐ Print      ☐ OnLine/Internet      ☐ Diskette      ☐ CD-ROM      ☐ DVD  
☐ Other: \_\_\_\_\_

10. Do you anticipate converting to or using DVD products? ..... ☐ Yes ☐ No

11. If so, when do you expect to make the conversion?

- ☐ Currently use DVD      ☐ 2 years  
☐ Within 6 months      ☐ More than 2 years  
☐ 7-12 months      ☐ Not sure when a conversion will take place

12. Did you purchase Census Bureau products as a result of our exhibit? ..... ☐ Yes ☐ No

13. If yes, how did you place your order?

- ☐ via telephone      ☐ via OnLine/Internet      ☐ via FAX      ☐ via Mail  
☐ Other: \_\_\_\_\_

14. What THREE things could the Census Bureau do to improve its presence at this conference or to better communicate with the library community?

15. May we contact you to discuss your responses? ..... ☐ Yes ☐ No

Name

\_\_\_\_\_

Title

\_\_\_\_\_

Address

\_\_\_\_\_

City/State/ZIP

\_\_\_\_\_

Phone

\_\_\_\_\_

Fax

---

E-mail

---